

EC'd Yes Last Received: 08/10/2012 11:21 AM

Showing Buylines: All Lines

Station WAVY-TV NORFOLK, VA.
Advertiser () RNC IE
Product R.N.C. IE
Estimate# 2994
Buyer Tracey Robinson
Phone#
Fax#

Agency () NATIONAL MEDIA RESEARCH PLANNING Rep Firm
& PLACEMENT, 815 SLATER LANE Sales Office () PHILADELPHIA
ALEXANDRIA, VA 22314 Salesperson () ANJIE BRADY
Agency C/P1/P2/E 20/446/2994
Flight Dates 08/11/2012 - 08/17/2012 Salesperson Phone# 215-567-6005
Hiatus Weeks Salesperson FAX# 215-567-5938

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	42	TH	1135P-1235A	TONITE SHW	:30	\$400.00	08/16-08/16	2	1	2	\$800.00	
	Rating: 2.8											
	43	F	1135P-1235A	TONITE SHW	:30	\$400.00	08/17-08/17	2	1	2	\$800.00	
	Rating: 2.8											
	44	M	1235A-135A	J FALLON	:30	\$150.00	08/13-08/13	1	1	1	\$150.00	
	Rating: 1.3											
	45	TU	1235A-135A	J FALLON	:30	\$150.00	08/14-08/14	1	1	1	\$150.00	
	Rating: 1.3											
	46	W	1235A-135A	J FALLON	:30	\$150.00	08/15-08/15	1	1	1	\$150.00	
	Rating: 1.3											
	47	TH	1235A-135A	J FALLON	:30	\$150.00	08/16-08/16	1	1	1	\$150.00	
	Rating: 1.3											
	48	F	1235A-135A	J FALLON	:30	\$150.00	08/17-08/17	1	1	1	\$150.00	
	Rating: 1.3											

---REPORT TOTALS---

Report Totals: 56 / \$45,350.00

---SALES MONTHLY TOTALS---

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Aug 12: 56 / \$45,350.00
Sales Totals: 56 / \$45,350.00
Station Totals: 56 / \$45,350.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$87,212	CATV 0%	WAVY 52%	WGNT 0%	WPXV 0%	WTKR 22%
		WTVZ 0%	WVBT 3%	WVEC 23%		

---COMPETITIVE COMMENTS---

COMPETITIVE IS ESTIMATED

Books JUL11, EJUL12
Demos RA3564

--- CREDIT RISK ---

CASH IN ADVANCE